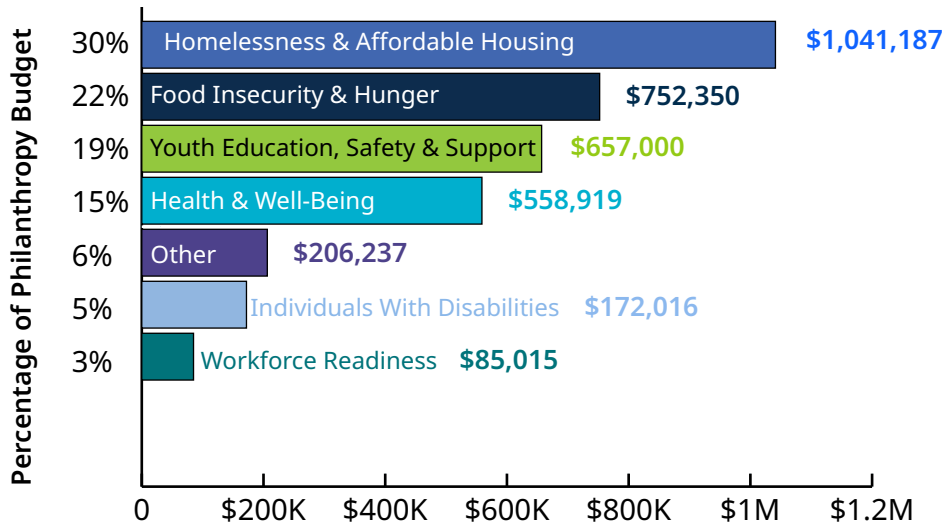







Impact Focus Breakdown



Investment Totals Throughout Broadview's Regional Footprint

| Capital Region | Central New York | Southern Tier | Western New York | 2024 Total |
|----------------|------------------|---------------|------------------|--------------------|
| \$2,856,407 | \$322,335 | \$132,105 | \$161,877 | \$3,472,724 |

Employee Volunteer Updates

- 
314 Number of employee volunteer events in 2024
- 
23,188 Total employee volunteer hours logged in 2024
- 
\$828,043 Total value* of volunteer time

*According to the Independent Sector, a volunteer hour in New York is valued at \$35.71.

All year long, Broadview applauds its employees who are committed to volunteering to help others. We celebrated our staff who tracked over 100 hours of volunteer time during National Volunteer Month in April. Collectively, this group volunteered over 9,200 hours.

Community Highlights

People Helping People

Giving for Good allows our employees and members to designate monthly donations that are used to purchase basic needs for people in our community. [Learn more](#) and sign up to join us!

Total Donations: \$125,014
Total Contributors: 28,256

In Syracuse, Broadview supported two important projects addressing homelessness and affordable housing. We invested in the Crossroads Center at the Syracuse Rescue Mission and the Permanent Supportive Housing Program at Catholic Charities of Onondaga County.

Our team joined with credit union professionals across the state to support the Habitat Build on the NYS Capitol. Together, industry leaders rolled up their sleeves to build the frame of a house that would later become a home for a family in need.

87

organizations served

Homelessness & Affordable Housing Initiatives

When shelters extend their capacity during Code Blue alerts, which occur when the temperature is below freezing, Broadview steps up to help

with extra supplies for guests. We provided 4,800 hats, 6,200 pairs of gloves, 5,600 pairs of socks and 2,600 fleece blankets to homeless shelters across our footprint during the winter months.

Summertime visits also increase at shelters and human service organizations when the temperatures rise. We provided more than \$35,000 in essential supplies like hygiene items, sunscreen, t-shirts, bedding, and diapers, to 25 organizations in July and August.

81

organizations served

Youth Education, Safety & Support

Broadview volunteers constructed 30 new beds for Sleep in Heavenly Peace, an organization dedicated to building, assembling, and delivering

top-notch beds to local children and families. This was our sixth build, totaling 200 beds made by Broadview since 2019.

In addition to building beds, we provide financial and in-kind supply donations are to organizations serving underserved youth. From our Summer of Luvs campaign where we donated \$10,000 worth of diapers to support the youngest of children, to investing in programs focused on safe afterschool and summer programs like



Sleep in Heavenly Peace building team

Community Highlights



CHOW Mobile Grocery Bus

the Boys & Girls Club and Girls Inc, to partnering with organizations offering youth mentorship, high school graduation support or plans for post graduate success, Broadview's desire to invest in these crucial areas of youth development is fundamental to our philanthropy.

Through collaboration and partnership with other funders and the Schenectady School District, [the Weekend Backpack Program](#) was reimagined into a comprehensive food pantry initiative to help fuel students and their families facing food insecurity.

67
organizations
served

Food Insecurity & Hunger Initiatives

In Binghamton, Broadview partnered with the Community Hunger Outreach Warehouse to support an innovative Double Up Bucks program for its Mobile Grocery Bus and Greater Good Grocery Store. The initiative helped provide an additional matching voucher to anyone using SNAP benefits when shopping for groceries to stretch their dollars further.

Broadview joined the Regional Food Bank of Northeastern NY to take on the Thanksgiving Mass Distribution, providing Thanksgiving Day meals and bags of groceries for a week or longer at drive through locations in multiple counties.

More than 13,000 lbs. of food was grown and donated to the community by our own Freight Farm, as well as the three other community Freight Farms funded by Broadview at the Boys & Girls Club of the Capital Area, the City Mission of Schenectady, and the Regional Food

Community Highlights

Bank of Northeastern NY. A Freight Farm is a hydroponic farm built inside a shipping container provides the controlled environment solution to grow hyper-local produce 365 days a year.



Health & Wellness Initiatives

Our branches and retail teams rallied around Heart Month

and Breast Cancer Awareness Month to engage members in donating to the American Heart Association and the American Cancer Society. [In total, our staff and members raised more than \\$55,000 for the Heart Walk and over \\$65,000 for the Making Strides Against Breast Cancer Walks.](#) While the funds are impressive, we also had over 200 employees take part in the collective walks and advocate for these causes.

Our employees not only fundraise, but they regularly volunteer to support people affected by illness and disease. It is common for staff to cook healthy meals



HicksStrong Hug Mug Project

at the Ronald McDonald House, a place for families to stay while a child is receiving care at the nearby hospital, or the Hope Club, which provides support groups for people impacted by cancer. Additionally, Broadview supported a therapeutic arts initiative at Roswell Park, the comprehensive cancer center in Buffalo, with a financial investment.

In recent years, the need for pediatric mental health services has skyrocketed. [Broadview supported Upstate Medical in Syracuse by investing in crucial improvements for more youth to access providers for a wide range of mental health challenges](#) from crisis intervention, suicide prevention, the treatment of eating disorders and other needs.

This year [Broadview's staff forged a strong connection to support HicksStrong, an organization with a mission to save military lives by connecting veterans and active-duty service members to confidential mental health therapists via telehealth.](#) These mental health visits are provided free of charge, thanks to HicksStrong. Broadview staff painted over 275 Hug Mugs over the course of a dozen volunteer events to be sent to veterans and active-duty service members they serve.



Breast Cancer Awareness Month

Community Highlights

15
organizations
served

Supporting Infrastructure & Safety Initiatives

Each year, Broadview opens a special funding request application to provide nonprofits a way to request support to upgrade an infrastructure

or safety program at their organization. Through this process, we awarded 15 organizations over \$150,000 to support needs like fire safety upgrades, technology needs, security systems, and construction projects to meet accessibility requirements.

9
organizations
served

Individuals With Disabilities

Broadview supported [Special Olympics of New York](#) by pledging donations for every gold, silver, and bronze medal won by Team USA at the 2024 Summer Olympics. In total, over \$35,000 was directed to the

[Special Olympics New York Fall Games](#) to support these extraordinary athletes when they compete because when you root for inclusivity in sport and life, everyone wins!

Broadview Signature Events

Broadview Golf Tournament

Broadview's annual golf tournament was held on Monday, September 23 at Saratoga National, hosting **36 teams and 144 individual golfers which generated more than \$200,000 for the Broadview Cares Foundation.**

A special donation went directly to the City Mission of Schenectady in support of its Code Blue efforts for the colder months ahead.

Holiday Sharing

Our time honored [Holiday Sharing](#) tradition allowed us to raise over \$200,000 from staff and members to bring gifts and winter clothing to more than 5,000 individuals in December. Hundreds of staff volunteered to shop for a family or group of individuals served by one of the 75 nonprofit organizations that this initiative supported. Those gifts were then wrapped and delivered so that each recipient had their own personal needs and wants fulfilled this holiday season. On the fundraising front, our top branch fundraiser was the Wolf Road branch, followed by Cohoes, East Greenbush, Latham-Columbia Plaza, and Glenmont-Town Square Plaza.

Looking for Broadview's Support?

To find our programmatic grant application and learn more about our giving guidelines please visit our [website](#).

Education & Youth Highlights

Helping Teens Plan for the Future

In March, Broadview Financial Well-Being lead a simulation of life for students attending Canajoharie High School. Over 300 students in grade 9-12 attended the event, working closely with volunteers from the school district and Broadview to make real-time financial decisions for their futures. The morning encompassed an interactive workshop and several discussions on financial planning, effective budgeting, saving decisions and credit usage.

Several tables were setup in the school's gymnasium, each representing a future financial planning decision, i.e., home purchase or renting, amount of budget allocated to groceries, vehicle purchase or public transportation, and amount dedicated to savings and investments. The event concluded with a debrief and reflection, and students were invited to share their experiences and perspectives on the decisions made

that morning. This event is an excellent example of collaboration in our community to heighten financial capabilities for youth. The students at Canajoharie were a pleasure to work with, as were the many volunteers from the Canajoharie community and Broadview!

[Request a private session.](#)

Key Support for Youth and Teachers

Broadview was thrilled to support youth and teachers across New York State this year, with a valuable mix of grants and scholarships. [Innovative School, Educator and Classroom Enrichment grants totaling \\$30,000 were awarded to teachers and schools to enhance classroom programs and school-wide initiatives.](#) Over 130 teachers submitted proposals for this Broadview grant opportunity in the areas of science, technology, engineering, math, media and reading. Schools selected to be awarded

2024 Education Accomplishments



279

Online Sessions



39%

Increase in Financial
Confidence & Capability



5,832

Learners



558

Hours of Financial
Education Conducted
in 2023

117

Community Partners Received
Financial Education



\$83,700*

Given to Our Community

*Financial Education Contributions Calculated Based on Hours of Actual Training x \$150/hr

Education & Youth Highlights



College Bound | Ask the Experts

funding include; Holy Spirit School, Maimonides School, Woodland Hill Montessori, Guilderland High School, Schalmont High School, All Saints Catholic Academy, Cohoes High School, Cairo-Durham Middle School, Eagle Point Elementary, Gardner Dickinson, Donald P. Sutherland, and Glen Worden Elementary.

[Scholarships totaling \\$149,500 were also awarded this spring to 87 Broadview members entering college.](#)

Winners were selected from a pool of over 500 applicants and rated on essay submissions and volunteerism. The Broadview Scholarship Program supports our youth members as they venture to colleges across the country, keeping with our philanthropic mission to propel our community forward, and provide advancement opportunities for youth!

Broadview's Scholarship Program will open again in spring of 2025. In the meantime, learn more about our [Accelerate Youth](#) incentive program for bankers age 18 and younger.

And read more about our [Broadview in the Classroom](#) initiative, packaging helpful financial wellness options for teachers to enhance the dialogue around money.

Creating a Financial Plan for College

Broadview is committed to educating our members and the greater community on important topics that impact their lives and financial goals. This year, a new collaborative approach to education highlighted Broadview's College Bound specialists. [A new webinar College Bound: Ask the Experts covered key points that are helpful for families to know before embarking on the higher education journey with their teens.](#) The College Bound team answered member questions regarding the FAFSA, how to navigate the college funding process, student aid, college searches, planning a visit, and funding sources. To those that joined this event, thank you for the questions and interaction!

[Join a webinar.](#) Learn how the [College Bound](#) team can help you create a personalized financial plan for college.

Education & Youth Highlights

Key Partners

Financial Well-Being was thrilled to partner with many organizations throughout New York State and beyond this year. Financial education helps individuals of all ages establish positive financial habits and awareness. Thank you to the following partners, who put in the extra effort to strategize, enhance, and deliver financial education in conjunction with us this year.

Albany 518 SNUG
Albany City School District
Albany Medical Center
Atlas Copco Comptec
Big Brothers Big Sisters of the Capital Region
Boys & Girls Clubs of the Capital Area
Buffalo Prep
Cairo-Durham School District
Canajoharie Central School District
Capital Region BOCES
Center for Disability Services
City of Peekskill
CDPHP
Certified Rehabilitation Services
City Year Buffalo
City of Peekskill
CNY Works
C.O.C.O.A. House
Cohoes Central School District
Commission on Economic Opportunity (CEO) of Rensselaer County
Community Loan Fund of the Capital Region
Connect Center
East Greenbush Central School District
Excelsior University
Fulton Montgomery Community College
GE Healthcare
Girl Scouts of Northeastern New York
Girls, Inc. of Central New York
Holy Rock Church of Deliverance
Hudson Valley Community College
Lansingburgh Central School District
Liberty Partnerships Program
LiteracyZone
Maimonides Hebrew Day School



Mechanicville Senior Center
MVP Health Care
NYS Office of Addiction Services and Supports
Office of the NYS Comptroller
P.E.A.C.E. Inc.
PGR Foundation, Inc.
Planned Parenthood of Western and Central New York
Rensselaer Polytechnic Institute
Regeneron
Russell Sage College
Saratoga County Summer Youth Employment Program
Schenectady County Job Training Agency
Schenectady High School
Schenectady Summer Youth Employment Program
Schenectady City School District
Shenendehowa Central Schools
Sidney Albert Albany Jewish Community Center
Siena College
Southern Saratoga YMCA
SUNY Schenectady County Community College
Syracuse University InclusiveU
Tech Valley High School
Troy Drug Free Coalition
University at Albany Graduate Student Association
Vanderheyden, Inc.
Warren County Summer Youth Employment Program
Wildwood Programs
Young Parents United
YWCA of Binghamton

Education & Youth Highlights



2024 Accelerate Youth Incentives

Broadview student bankers had a chance to earn \$10 for each activity listed below, with a potential to earn up to \$60 in account deposits throughout 2024:

Winter Reading | January-February

Financial Education | March-April

Community Service | May-June

Report Card Rewards | July-August

Fitness | September-October

Letters to Veterans | November-December or Seniors



13,530
Accelerate Youth
Submissions



\$135,530
Total Incentives Paid
to Youth Bankers

Broadview Scholarship Winners and Awards



\$149,500
Scholarships
Awarded



87
Broadview
Scholarship Winners



Education & Youth Highlights

2024 Educator Grant Winners

Grants of various denominations were distributed to educators and schools, to support innovative classroom projects and proposed initiatives. Congratulations to the selected submissions this year!

Guilderland High School

Engineer Force Sensors

Troy High School

Learning Life Skills

Early Childhood Education Center

Play to Learn

Saddlewood Elementary School

Browsing Bins for Independent Book Shoppers

All Saints Catholic Academy

40 Book Challenge

Middleburgh Jr/Sr High School

Nspire Calculators

Crossroads Center for Children

Curriculum Support

Draper Middle School

Physical Education Enhancement Grant

Arbor Hill Elementary School

Classroom Sensory Enrichment

Forest Park Elementary School

Sensory friendly Room

Donald P. Sutherland Elementary School

Lighting Up a Student's Eyes Through Science

Guilderland High School

Freedom Dreaming for Educational Justice

Cobleskill-Richmondville High School

Monopoly Business Simulation Lab

Cairo Durham Middle School

Team Projects

Cohoes High School

Free Choice Reading Library

Donald P. Sutherland Elementary School

Take a Chance: Risk-Taking and Exploration

Lisha Kill Middle School

Lisha Kill Coffee and Sunshine Cart

Southside Academy Charter School

STEMtastic Explorers

Hillel Academy of Broome County

Sphero Coding Robots for STEM Education

Colonie Central High School

Business Club Pop-up Shops

Holy Spirit School

Fun, Fit and Interactive



Broadview Financial Education Team

Education & Youth Highlights

Maimonides Hebrew Day School

STEAM Room

Woodland Hill Montessori

STEM & Stories

Guilderland High School

Create the Future Now

Schalmont High School

Culinary Hydroponics

All Saints Catholic Academy

The Gardening Lab and Hydroponic Gardening

Cohoes High School

Teaching Grounds Coffee Shop

Cairo Durham Middle School

Access for ALL in the learning environment

Guilderland High School

Solving Mysteries: A Forensic ELA Unit on Informational Texts

Cairo Durham Middle School

Filmmaking in Media Arts 8th Grade

Eagle Point Elementary School

Enhancing Math Learning Through Visuals

Gardner Dickinson School

Outdoor Garden

Donald P. Sutherland Elementary School

Take an Idea and Make it into Reality: Sharing Creations with 3D Printing

Maimonides Hebrew Day School

Incubator with a See-Through Dome

Glen Worden Elementary School

Hands on learning

All Saints Catholic Academy

Book Club Bonanza: Increasing Literacy through Middle School Literature Circles

Gardner Dickinson School

Flexible Seating Classroom

2024 Educator Grants



37
Educator
Grant Winners



\$30,000
Educator Grants
Awarded

